

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claims 1-23. (Canceled).

24. (New) A customizable media logging system for indexing media, comprising:

a timer object that provides a time reference upon request in connection with the media; and

a logger object that logs predefined events that occur in the media by associating the events with respective time references from the timer object, wherein the logger object includes a graphical user interface having a plurality of user interface objects that can be selected by a user of the logging system in order to log events that occur in the media, and the interface objects include labels thereon corresponding to predetermined events that may typically occur in the particular media being logged, and further wherein the graphical user interface is customizable to correspond to types of events that occur in the particular media being logged,

said media logging system further including a graphical user interface generator that generates a custom graphical user interface including custom user interface objects for a logging screen of the graphical user interface for use by a user when using the logging application, wherein the graphical user interface generator uses information entered by a user to create the customized user interface.

25. (New) The customizable media logging system of claim 24, wherein the information entered by the user is stored in a database and the graphical user interface generator uses the information in the database to generate the custom graphical user interface.

26. (New) The customizable media logging system of claim 24, wherein the user interface generator is further operable to dynamically generate a logging database for use by said logging application.

27. (New) The customizable media logging system of claim 24, wherein the logging system is adapted for use in logging a sporting event and the interface objects correspond to events that occur during the sporting event.

28. (New) The customizable media logging system of claim 24, wherein the system includes an arrangement that automatically logs predefined events in the media being logged based on video analysis.

29. (New) The customizable media logging system of claim 24, wherein the system includes an arrangement that automatically logs predefined events based on text analysis.

30. (New) The customizable media logging system of claim 24, wherein the system includes an arrangement that automatically logs predefined events based on audio analysis.

31. (New) The customizable media logging system of claim 24, wherein the system includes a video server that captures logged events and digitally stores the captured events as media segments.

32. (New) The customizable media logging system of claim 31, wherein the user interface includes a feature that enables the media segments to be selectively retrieved and viewed.

33. (New) The customizable media logging system of claim 24, further including a search engine that enables logged events to be searched using various search parameters.

34. (New) A customizable media asset management system for managing media assets, comprising:

a logging application that creates indexes of events that occur in the media;

a video server that captures and digitally stores events logged by the logging application as media segments; and

a graphical user interface generator that creates customized user interfaces for the logging application based on information entered in a database.